

inside

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A City of San José Publication

Fall/Winter 2002

A Day in the Life of Downtown



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San José City Council

Ron Gonzales	Mayor	277-4237
George Shirakawa, Jr.	Vice-Mayor District 7	277-5226
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David D. Cortese	District 8	277-5242
John Diquisto	District 9	277-5275
Pat Dando	District 10	277-5251

Del D. Borgsdorf 277-5849
San José City Manager

New Council Members

Two new members will be joining the City Council in January 2002: Terry Gregory (District 7) and Judy Chirco (District 9)

You're Invited to Meetings

The San José City Council meets at 1:30 p.m. every Tuesday, and at 7 p.m. on the first and third Tuesdays of the month. The San José Redevelopment Agency meets every Tuesday following City Council meetings. All meetings are held in the Council Chambers at San José City Hall, 801 N. First St.

Meetings can also be viewed on the web at: www.ci.san-jose.ca.us or on the City's cable TV station, **Channel 37A** Stay tuned ... and stay connected.



On the Cover
Students from Fammatre School take a field trip to The Tech.

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801 N. First St. Room 436
San José, CA 95110
(408) 277-5849
insidesanjose@ci.sj.ca.us



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City working to address budget shortfall

Faced with an ongoing decline in revenues as a result of the continuing economic recession, the City is taking steps to address an estimated \$63 million General Fund shortfall that is projected for the fiscal year that begins July 1, 2003. The City's early budget projection for the 2003-04 budget year shows sales tax and other economically sensitive revenues continuing to decline. Sales tax revenues for 2003-04 are now projected to be \$25.4 million less than a previous projection done in March.

While we remain firmly committed to doing all we can to protect those City services that are the foundation for quality of life of San José residents and neighborhoods, some service cuts may be inevitable. Even with successful efforts to cut costs and build rainy day reserves, the prolonged recession means serious budget challenges in the coming year that will require difficult choices.

Despite the fact that budgets for the last two years were prepared using conservative estimates, the magnitude and duration of the downturn in our region's economy has far exceeded even those conservative expectations. In addition to the projected decline in sales tax, other estimated revenue drops include: the transient occupancy tax (hotel tax), down \$1.6 million; utility tax revenues, down by \$3.5 million; and motor vehicle in-lieu fees, down \$5.1 million. Local, state, and national economies all remain stagnant, and no local economic recovery is predicted until at least the 2004-05 fiscal year.

"The disciplined steps we are taking now will reduce the impact on next year's budget," said Del D. Borgsdorf, San José City Manager. "By planning ahead, we will protect our ability to deliver the priority services our residents and business community expect."

To address the projected revenue gap, the city administration has directed each department to reduce expenditures in the current fiscal year. The City administration is also continuing the hiring freeze put in place last year and has directed all departments to develop additional cost reduction strategies that could be implemented in next year's budget. Strategies for increasing revenues are being evaluated as well.

The City has maintained a rainy day reserve fund, and over the last two years it set aside additional reserves in response to the economy. However, since all indications are that the current economic downturn will continue past the next fiscal year, the City will need to preserve a significant portion of these reserves for potential future deficits.

The current revenue projections are preliminary, and do not presume any impact from actions the State of California may take to address its own severe budget problems.

The City is now beginning preparation of its budget for the coming fiscal year, which starts in July. The Council will review the proposed budget in May, with adoption schedule in June. Specific budget reduction decisions will be made at that time.

Alternative Formats Available

This publication can be made available upon request in alternative formats such as Braille, large print, audio-tape or computer disk. Requests can be made by calling (408) 277-4000 (Voice) or (408) 998-5299 (TTY).

Para recibir esta información en español, llame (408) 277-4000.

Xin gọi số **277-4000**
để được bản thông
tin này bằng tiếng Việt.

Recycling gets easier at apartments and condos

If you live in an apartment or condo, you don't need to sort recyclables any more. Cardboard, cans, bottles, plastics, textiles, newsprint, and magazines all can go into the same blue cart, regardless of the label on top.

Large white recycling dumpsters are gradually replacing the blue carts, taking their place alongside green garbage dumpsters. About 50 percent have already been switched over, and the balance are scheduled to be in place by June 2003. Recyclables can be mixed using either system, thanks to new sorting machinery at the recycling centers operated by the City's contractors.

The new white dumpsters will hold more recyclables than the blue carts, and should lead to neater enclosures. Some complexes will continue using the smaller blue carts due to limited space.

Here are some tips for using the new system:

- Use paper sacks or light-colored plastic bags to dispose of recyclables in either the blue carts or white dumpsters. Items can also be tossed in loose from a re-usable household container.
- Garbage goes in the green dumpsters using garbage bags or other tied container.





Bags of mixed recyclables can be tossed into the existing blue carts or the new white recycling dumpsters. New technology at the recycling centers allows this added convenience.

- Flatten cardboard before putting it in the recycling dumpsters or carts. Cut it into pieces if necessary to avoid wedging it and blocking items from being emptied.
- Pizza boxes go in garbage dumpsters along with food waste, plastics that aren't embossed with a numbered triangle, frozen food packaging, ceramics and dishware, light bulbs, toys, tarps, carpeting, and leather.
- A complete list of what's recyclable and what's still garbage is found in a booklet being distributed to multi-family complexes as they receive their white dumpsters. These can also be requested in Spanish and Vietnamese by calling Customer Service.
- Contact your property manager if you have larger items for collection such as water heaters, furniture or lumber. These should never be placed in dumpsters or enclosures.

Residents at multi-family complexes are recycling only half as much as those in single-family homes, so we are making it easier. More information, plus the added convenience of the new system that San José introduced in July, will help close the gap.

Questions about recycling? Check out the recycling website at www.sjrecycles.org or call the City's Recycle Plus Customer Service Center at (408) 277-2700.

Log on to the City of San José website

www.ci.san-jose.ca.us

and see why it's a winner.

- **Best City Website in the U.S** (population over 500,000) by CivicResource.co
- **Savvy Award for Best City Website in the U.S** (large city) by the City-County Communications and Marketing Association, Inc. (3CMA)
- **Compass Award for Best Not-for-Profit Website** in Northern California by the Public Relations Society of America (PRSA)
- **4-Star Rating from MuniNet Guide & Review** (2001)

View City Council meetings live. Apply for — and receive — a variety of building permits using digital signatures. Renew your library books. Review weekly City Council agendas. Visit your City Council representative's website. All with the click of a mouse. Check it out!



Spotlight on City Services

Youth Employment Services

If you know a teenager who is itching to get some practical work experience, the City's Youth Employment Services (YES) may be able to help.

The program, offered through the Parks, Recreation and Neighborhood Services Department, is designed for San José youth looking to enter the workforce. Services focus on skills assessment, job and career preparation, job hunting and placement, and vocational training.

The YES program can assist youth through a combination of the following services:

- **Career Resource Center:** offers one-on-one counseling and information about the current job market;
- **Internship Academy for Careers in Public Service:** can place students in city departments and community organizations for a one-year paid internship;
- **Vocational Training Employment Program:** helps young people who want to learn a construction trade;
- **Work Experience Program:** provides employment opportunities for teens 14 to 16 years old at city sites, such as parks and community centers,



along with special training through weekly workshops; and

- **Youth Employment and Referral Services:** serves residents 16 to 24 years old by assessing the needs and skills of each participant and providing opportunities to explore various vocations, educational facilities and job prospects. This is a four-week program that also includes sessions on interviewing skills, resume writing and employment etiquette.

For more information about San José Youth Employment Services, call (408) 392-6750.

Small Business Loan Program

Small businesses in the downtown area and in neighborhood business districts that are feeling the crunch of a slumping economy may get some relief through a new loan program offered by the City's Office

of Economic Development and the San José Redevelopment Agency.

The Small Business Loan Program can help eligible small businesses stabilize and grow in San José. The program provides up to \$40,000 in low-interest financing to small businesses that have specific plans on how to stabilize or increase their revenue.

Retail businesses with revenues less than \$6 million per year are eligible for the program in redevelopment areas and neighborhood business districts.

Loans made through the program may be used for normal business activities, such as purchasing inventory and equipment, making physical improvements to a retail store, repaying high-interest business credit card debt, promotional campaigns, and overhead, including staff salaries and rent.

To request an application or to learn more about the program and eligibility, contact the Office of Economic Development at (408) 277-5880.

Retired and Senior Volunteer Program (RSVP)

Ronald Schwartz approaches retirement the same way he crosses a finish line — at a run. “I think my wife and I are busier now than we were when we were working,” the retired accountant says with a ready laugh. As proof that retirement hasn’t slowed him down, Schwartz recently took a silver medal in a Senior Games track and field event, competing in a 5K run with others in the 70-74 age category. No one was more surprised than he was. “I must have been up against some pretty old guys.”

The Retired and Senior Volunteer Program (RSVP) is one of the main reasons he’s going so strong. “I get tremendous satisfaction from RSVP, from helping folks out. But, it’s a kind of selfish thing, too — it helps me just as much to stay active.”

RSVP is a program coordinated by the City’s Office on Aging that provides volunteer opportunities throughout the San José area for people 55 years and older. Some 1,400 active RSVP volunteers work at more than 90 different locations including the airport, libraries, hospitals and other public facilities. Dave Peyton, a manager with the San José Parks, Recreation and Neighborhood Services Department, says RSVP volunteers help make it possible for the City to offer so many special events and programs.

“We’re probably saving several million dollars in labor costs and services to the citizens through our volunteers.”



Ronald and Mona Schwartz are computer coaches at the Cypress Learning Center.

He says the program has grown by several hundred volunteers over the past few years, and more and more of the newly retired are bringing highly specialized technical skills to RSVP.


Schwartz was recruited four years ago, when he and his wife, Mona, visited the Cypress Senior Center in search of some post-retirement activities. “They told me they could use my skills as an accountant for an income tax assistance program they have for seniors, and I just fell right into it,” he explained.

Today, Schwartz is still working as a volunteer tax preparer and program coordinator. But he doesn’t stop there. He also works with the Home Owners’ and Renters’ Assistance Program, helping qualified seniors apply for rebates from the Franchise Tax Board. And he’s the administrative coordinator for Senior Net, a program that uses seniors to teach other seniors computer skills. Both he and Mona are computer coaches at the Cypress Learning Center, where seniors become familiar with modern technology, using state-of-the-art equipment. “About 700 people a year participate in the courses we offer,” he says. “Since it’s seniors teaching seniors, we go at a slower pace and we help people overcome their fear of technology.”

The Schwartzes also work diligently to make others aware of the Cypress Center’s programs and volunteer opportunities. Once a month, they set up an informational table at a local drug store and answer questions from interested shoppers. Through the RSVP program, Schwartz also volunteers at West Valley Library, where he’s a member of the Friends of the Library group.

Whether it’s filling out tax forms, demystifying the Internet or sorting library books, Schwartz has found an outlet for all of his considerable energies through RSVP. If nothing else, he says, “It certainly keeps me out of mischief.”

To find out more about RSVP and the many volunteer opportunities that it offers, call (408) 277-4790.



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A Day in the Life of

For some people, coming to downtown San José is a special event. But for thousands of others, it is their everyday life. They live or work, study or relax in the city's center and enjoy being part of a busy downtown lifestyle.



A group of children from Fammatre School takes a field trip to The Tech Museum of Innovation.

5 a.m.

The sun may not be up, but Kathleen and Dennis Hickey are. The couple bounds down the steps of their condominium building by St. James Park and cross the street to their athletic club for a morning workout. Dennis jumps on the treadmill but Kathleen meets a friend and sets out for a two-mile brisk walk that circles them through the San Jose State University campus and part of Guadalupe River Park before returning to the club.

"We were urban pioneers when we moved here in 1988," says Dennis, "but we had always wanted to live in a downtown environment."

"After our children were grown, we never went upstairs," adds Kathleen. The couple traded a 3,000-square-foot house on a quarter acre in the East San José foothills for a 1,500-square-foot, fifth floor condominium and "all of our weekends free from chores."

6 a.m.

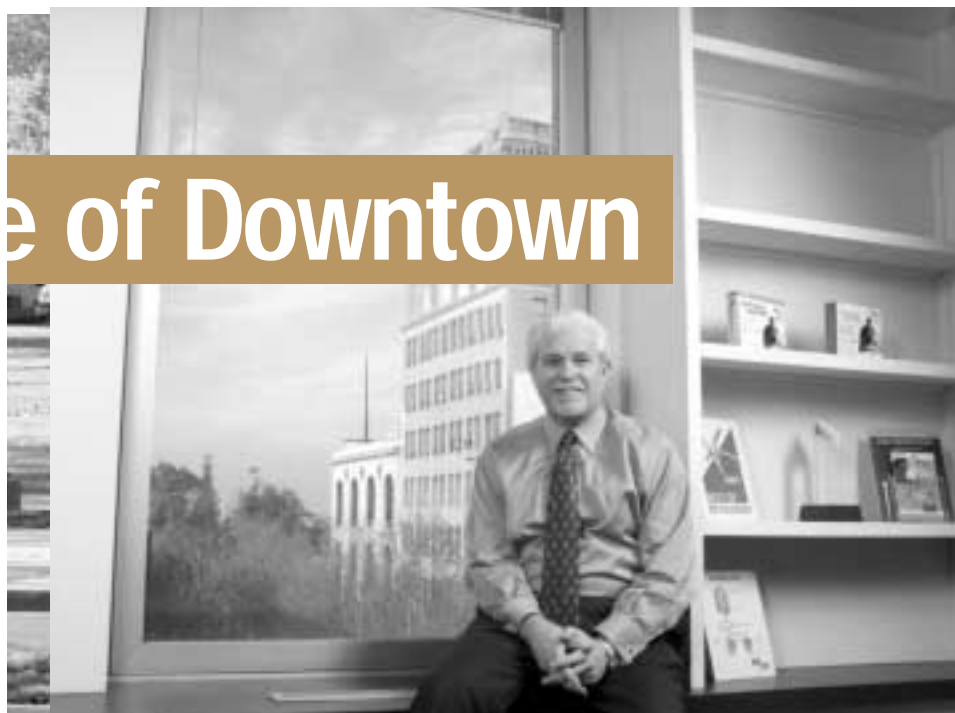
Except during the longest days of summer, it's still dark when Tirmas Arefaine arrives to work as a parking attendant at Ten Almaden, one of downtown's gleaming office buildings. In a crisp navy blue jacket, she will spend the morning watching a steady stream of 500 cars bring people to jobs or appointments. Who's first through the gates? Stock brokers eager to get settled before Wall Street opens and attorneys putting final touches on legal documents before the courts open.

7 a.m.

Raul, Javier and Gabriel are in a hurry. As they flip on the lights in the Second Cup Coffee & Eatery, they watch the clock closely. In just 30 minutes, the café will open and the first wave of caffeine-craving customers will arrive. They've got to get the Italian roast coffee brewing, set out fresh pastries, and heat the griddle for breakfast omelets.

"Most of our patrons work in nearby businesses," says Glennys Holmes, who opened the café in 1996. "Coming in here is an everyday ritual in their lives." She estimates that 70% of her business is from regular customers who know Glennys and her employees by name.

e of Downtown



Above: Dennis and Kathleen Hickey (left) rise early for their ritual workouts; Dean Tucker (right) lives and works downtown.

8 a.m.

It's peak arrival time for downtown office workers and cars are lined up outside of the garage entrance at Ten Almaden. Someone is having trouble with his card key and Tirmas quickly hops out of her booth to help.

9 a.m.

A light rail train glides into the Convention Center stop on San Carlos Street and four sets of doors open to release dozens of giggling, high spirited fourth graders from Fammatre School. They've come to downtown for a visit to the Tech Museum of Innovation, and they're already giddy from their first ride on light rail.

"I forgot to tell them how the train will sway as it picks up speed," laughs Pam Greenwood, who brings her class every year on a field trip to downtown. "They're very excited."

The students dutifully line up with their parent chaperones and wait for the crossing light before beginning the one-block trek to the museum. Red carpet has been laid on the sidewalk for an event at the Convention Center and Civic Auditorium, and the kids hop, skip and jump their way around the corner.

"They only live a few miles away, but many of the children have never been downtown before. This is a big deal to



Gatiama Yashima, left, with Glennys Holmes, owner of Second Cup Coffee & Eatery.

them," says their teacher. "Their eyes get big when they hear we're coming to downtown."

Outside the Tech, youngsters crowd around a kinetic sculpture and watch as levers move, balls drop, and bells ring. They quiet down to listen as James, their tour guide, lists a few basic rules before they enter the museum for a science lab on polymers and time to explore "minds-on" interactive exhibits.

10 a.m.

Dean Tucker has already logged several hours of work at home before he walks the two blocks from his apartment on Third to his office on Santa Clara Street. But by 10 a.m. he needs to be in place to give direction to his employees, mostly students from San José State University, who come and go through the day, shifting between the textbook learning of college classes and real-life experience on the job.

"They're smart and talented, and they like not wasting time driving away from campus to work," says Tucker who also appreciates the convenience of downtown life. "I'm the CEO of a start-up so I work seven days a week. It's great to be in walking distance of my office and a lot of good restaurants," he said. Tucker had lived in a 4,000-square-foot ranch-style home in Los Altos but had fond memories of the city life he enjoyed in Columbus, Ohio after college.

"There is an area in Columbus called Germantown that has narrow brick streets and old Victorians that have been renovated into flats. There are a lot of young people and artists living there, and there was always something great to do," he says. When he got married and had children, he opted for traditional suburbia but never lost his hankering for downtown living.

See *Downtown*, page 8

Downtown

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"When I take a break from work, I can stroll over to my favorite restaurant and have Philippe prepare me a steak tartar, or I can sit out on a plaza and enjoy a cigar. And I'm always only a short walk from home."



Bradlyn Costa, left, and Mandi Castillo get a hands-on look at The Tech Museum.

11 a.m.

Only 30 minutes left in the work-day for Tirmas who will meet her husband in a downtown café for lunch before going home to clean her house and greet her two children as they return from school.

12 noon

The students from Fammatre School stream out of the Tech and are led by their chaperones across the street to Cesar Chavez Park for bag lunches, fresh air, and some time and space to expend youthful energy. A mother escorts two of the girls quietly through the marbled elegance of the Fairmont Hotel. "It's like a mansion," one whispers. "No, it's a castle," replies the other.

1 p.m.

Both of the Hickeys are retired now, so after lunch Dennis sits down in his computer alcove to work on the couple's investments and do online research for their next vacation. Later he'll walk to the market to replenish the fresh fruit he uses to make smoothies every morning. Kathleen returns to the gym for an intense afternoon workout, a

2 p.m.

The lunch rush is quieting down at the Second Cup and Glennys takes the opportunity to restock the refrigerator case with soft drinks and bottles of water. The front tables are filled with a team from a company across the street having a weekly staff meeting and a committee from the church up the street. Glennys is startled when a customer walks up, gives her a hug, and says thank you for creating a place "that is like a little home away from home."

3 p.m.

School's out for the day, and that means crunch time at the downtown Martin Luther King Jr. Main Library. Estella browses through a pile of books for facts she can use in her report on California missions while her grandmother and younger sister sit cross-legged on the floor of the children's area listening to a storytime reading. "Every day after school is a busy time for us, but we're mobbed on Saturday and Sunday afternoons," said City Librarian Jane Light.

4 p.m.

The closed sign goes up at the Second Cup, but that doesn't stop a couple of regulars from knocking on the door and asking Glennys and her clean-up crew for one last cup of coffee. "Some of our customers come in here several times during the day," says Glennys. "They like getting out of the office and breathing some fresh air."

"That's true," adds a woman sitting at the next table. "This is my third time here today."

"I'm a neighborly sort of person," says Glennys, "and at this point in my life I want to do something I love. At the end of every workday, I'm filled with adrenaline. I feel like I'm helping to build community and providing an atmosphere in downtown that people appreciate."



5 p.m.

The check-out line at Zanotto's Market is starting to grow as downtown workers and residents pop into the grocery store for a take-out dinner or a few items to replenish their pantries.

6 p.m.

Dennis and Kathleen Hickey are running late. They should already be at the Jose Theatre, meeting friends for dinner and a comedy show at the new San José Improv.

"It would sure be nice to be able to stick out a hand and get a taxi, but downtown is not there yet for taxis," says Dennis. The couple spends many evenings at restaurants, theater, and museums. "We are members of them all," Kathleen explains. "That's a big part of the appeal of living in downtown."

"We had lived here for a few years before I realized that we will never be able to sample all of the restaurants," adds Dennis. "There are just too many, but it is still fun to find a new one."

7 p.m.

Crowds in the hotel lounges are starting to diminish as convention attendees take off for dinner reservations and young professionals winding down from a long work day head for home.

8 p.m.

It's curtain time in downtown performing arts venues. At the Center for Performing Arts, lithe ballet dancers take their places on stage as last-minute stragglers find their seats. Three blocks away, two actors nod at each other and

say the opening lines of a new play they have rehearsed for weeks. The nervous author paces in the lobby, too tense to go in until the dim sound of the first laugh from the audience draws him into the darkened theatre.

9 p.m.

Dean Tucker is finally ready to call a halt to his workday. After 14 hours, he is in the mood for his second-favorite relaxation – listening to jazz. (Number one on his list, fly fishing in remote streams, is out of the question for a midweek evening.) There's a combo playing in the lounge at the DeAnza Hotel and Tucker is soon sipping a glass of wine and bobbing his head to the beat.

"I wish there was a more comprehensive list of downtown activities somewhere," he said. "There are many great things going on, but people don't know about them."

10 p.m.

Front desk clerks at all the down-

town hotels take a deep breath and get set for the wave of new check-ins that typically arrive about this time every night from East Coast flights.

11 p.m.

The late show is ending at the Camera Cinema and movie buffs stream out onto the sidewalk, busily discussing what motivated the lead character in the film they just saw. "It was all a fantasy in his mind," says one. "Nah, it really happened," argues the friend. "Let's walk over and see what's happening in the clubs."

Midnight

It's a week night and quiet on the streets of downtown San José. Sharks fans have gone home. Cleaning crews have finished tidying up corporate and professional offices. Lights still burn in the apartments of San José State University students as they cram for midterm exams, but most downtown residents are asleep. 🌅

More additions in store for Downtown

More hotels. More restaurants. More stores. More fun. Downtown San José is the place to go for it all — and there's more to come.

The newest project, proposed by the California-based CIM Group, will add approximately 130,000 square feet of new retail space (equal to 20 mid-size stores) to include book and music stores, entertainment and music venues. The proposed development will also include about 450 downtown homes for sale or rental, and almost 800 parking spaces. This project will blend with the more than 200 existing stores and restaurants, including the historic retail district on First and Second Streets.

In the last two years, more than 2,600 new townhouses, apartments, and condominiums have been completed in the downtown area. Two upscale hotels are under construction, and another, the Fairmont Annex, was recently completed. The Improv Comedy Club opened in November in the newly restored historic Jose Theater on Second Street.

A broad array of regular festivals, special events, and outdoor markets add life to Downtown parks and spaces. (Check out www.sjdowntown.com or www.populuspresents.com for Downtown event information). By next fall the world-class main library being built jointly by the City of San José and San José State University will open, and just across the street a new garage will make nearly 800 new parking spaces available. Cinelux, an eight-screen, first-run movie complex, is scheduled to open next year.

If you haven't been downtown in awhile, come visit — there's a lot going on. Wander its bustling streets and engaging walkways, and check out the unique stores and restaurants, or the many new homes that fit a range of lifestyles.

If you have ideas or comments about your Downtown, call (408) 277-4689 or e-mail yourdowntown@ci.sj.ca.us. Tell us what you think.

There's a lot happening downtown: be part of it

Circle of Palms Café

Open daily. Live music, noon-2 p.m. Wednesdays, Thursdays, Saturdays, and Sundays, and 5-7 p.m. Fridays. Outside the San José Museum of Art (408) 286-1313.

With an ongoing schedule of entertainment and a beautiful urban setting, the Circle of Palms Café is a favorite spot to eat, relax, and people watch.

Winter Wonderland | \$2 PER RIDE TICKET

through Jan. 1 daily, 3-9 p.m., call for extended hours. Circle of Palms Plaza in front of the Museum of Art. (408) 286-1313 Winter Wonderland showcases classic amusement rides and holiday activities for the entire family. Children can enjoy a number of rides, including a carousel, train, and a 60-foot-high ferris wheel.

Downtown Holiday Trolley | FREE

daily through Jan. 5, 5 p.m.- midnight Catch the free Holiday Trolley for a festive ride through Downtown San José. Stops include Christmas in the Park, San Pedro Square, Repertory Theatre Plaza, SoFA, and Center for Performing Arts.

Downtown for the Holidays Boutique

through Dec. 24, 11 a.m.-8 p.m. Tuesday through Thursday, noon-10 p.m. Friday and Saturday, 1-7 p.m. Sunday. 108 Paseo de San Antonio

Unique holiday gift giving and convenience all in one Downtown location. Featuring distinctive merchandise from the gift shops of eight Downtown arts and cultural organizations, including the Tech Museum of Innovation Gift Store, Curtain Call at the Repertory Theatre Gift Store, Cathedral Gift Shop, Children's Discovery Museum Store, San José Museum of Art — The Museum Store, History San José Museum Store, the Store @ San José Institute of Contemporary Art, and the San José Museum of Quilts & Textiles Museum Store.

Christmas in the Park | FREE

through Jan. 1 at Plaza de Cesar Chavez (408) 277-3303

Come and be dazzled by San José's spectacular holiday tradition consisting of more than 60 animated holiday displays, thousands of twinkling lights, over 200 decorated trees, and nightly entertainment.

San José International Auto Show |

EVENT ADMISSION: \$4-\$8

Jan. 8-12, call for show times San José McEnery Convention Center (800) 521-3833 or www.SJAutoShow.com

An annual exhibition of over 350 vehicles from more than 36 manufacturers. See the latest offerings from the auto industry as well as factory concepts, race cars, specialty vehicles, and an accessory arcade.

Varekai by Cirque du Soleil

| EVENT ADMISSION: \$45-\$70

Jan. 16 – Feb. 23, call for show times

Market Street/Balbach Street parking lot adjacent to San José McEnery Convention Center, (800) 678-5440 or www.CirqueduSoleil.com

Varekai is Cirque du Soleil's latest production and has already astounded hundreds of thousand of spectators with its mix of ancient circus traditions and daring new acrobatic feats.

American Musical Theatre of San José Presents "The Sound Of Music" |

CALL FOR EVENT ADMISSION

Jan. 17 – Feb. 2, call for show times

Center for the Performing Arts (888) 455-SHOW or www.amtsj.org

Celebrate the New Year by rediscovering the captivating Von Trapp family and how the power of a beautiful melody can heal the spirit and provide an escape from a world edging towards war. More than a theatrical experience, *The Sound of Music*

is a cherished memory, filled with laughter and tears — and some of the most unforgettable music ever written.

San José Coin & Stamp Show |

EVENT ADMISSION: \$3

Jan. 17 - 19, 10 a.m.-6 p.m.

Parkside Hall, (408) 226-2404

Buy, sell or trade coins, currency and stamps.

It's time to see San José InFocus

Join us to learn about all this city has to offer and how you can be a part of it.

Every Monday, Wednesday & Sunday at 10 a.m. and 7 p.m., Friday at 7 & 9 p.m.



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Channel 37A

Library Benefit District has brought tangible improvements

Entering the mid-1990s, the San José Public Library faced dwindling resources, stagnant collections and facilities that were falling into disrepair, while at the same time needing to serve a growing and ethnically diverse population in the heart of Silicon Valley.

To address this challenge, San Jose voters approved the creation of the 10-year Library Benefit Assessment District in 1994 to fund improvements in collections, programs, facilities and technology. Over the past decade, the results are widely noticeable in libraries throughout the community as the City has made numerous improvements to library services.

Today, the San José Public Library system is a thriving community resource where usage continues to climb each year, and library customers are served through a combination of traditional services and an extensive online eBranch.

Over the past seven years, San José libraries have gone from a period of low technology use to one where technology has a central role both to serve customers better and to streamline administration. Residents can learn the skills to use technology effectively through Internet instruction. Other programs foster literacy development and leadership that are crucial to an educated workforce. Continually refreshed collections provide residents with a more varied selection.

Along with better access, these improvements have contributed to high usage and broad community support for their libraries. The resources of the Library Benefit Assessment District are playing a key role in making the San José Public Library a model library for the 21st Century.

To access a complete copy of the Community Report on the Library Benefit Assessment District, stop by your neighborhood library or download it from eBranch at www.sjpl.lib.ca.us

San José Public Library Fast Facts

- Usage of library materials has increased 141% since 1994-95.
- Annual circulation reached an all-time high of 11,635,848 in Fiscal Year 2001-02.
- There are 340 public access computers in the library system.
- More than 6,600 people have received Internet instruction since 2000.
- The Library's popular eBranch logs more than 1.8 million visitors per year.

Better service, More resources

A Library Benefit Assessment District approved by voters in 1994 has helped to transform San José's 18 libraries into thriving community and neighborhood resources. The annual assessment of \$25 per single-family residence (with proportional amounts for all other properties) provides for essential building maintenance, acquisition of materials and computers, as well as library programming for residents of all ages. Voter-approved funds have paid for a wide range of improvements, and helped to address long-deferred maintenance needs throughout the library system. These include:

- Recent mini-makeovers at the Calabazas and Evergreen branch libraries show a new direction for San José's libraries, characterized by the look of an upscale bookstore with attractive displays, comfortable seating, and defined spaces for programs and other activities.
- Replacement of worn and outdated collections and the addition of new media such as videos and CD-ROMs for children.
- Purchase of multiple copies of bestsellers and other high interest items, which significantly reduce the wait for popular materials.
- Investment in foreign language materials resulting in one of the strongest and most varied language collections in the United States.
- Creation of electronically searchable magazine and newspaper indexes, moving from CD-ROMs to multiple databases now accessed through the Internet.
- Replacement of old computers with an increased number of technology workstations available to the public that customers can reserve.
- A new fully integrated online computer system that provides customers with increased access to the catalog and a variety of borrower services.
- Development of an award-winning library website, San José's *eBranch*, featuring electronic books, reference chat, and e-mail service, reading recommendations, and resource sites for kids and teens.
- Internet instruction for all ages offered in library branches, and off-site at school and community computer labs. Sessions are offered in Chinese, English, Spanish, and Vietnamese.
- *Books for Little Hands*, a comprehensive early literacy program for preschool age children in childcare, now serves nearly 7,000 children.

Help to prevent West Nile Virus

West Nile Virus has been gradually spreading across the United States since the first outbreak in New York City in the fall of 1999 – mostly carried by birds and mosquitoes. There has been only one confirmed case in California involving a Los Angeles resident, but the potential for this virus reaching Santa Clara County exists. Most people who get West Nile Virus won't become ill or will experience only slight symptoms. Very few, mostly the elderly or those with weakened immune symptoms, will become seriously ill.

Consider these precautions to protect your family and prevent the spread of the virus:

- Reduce your chances of being bitten by a mosquito outdoors. Wear a long-sleeved shirt or jacket and long pants and socks to limit the amount of exposed skin, particularly at dusk or dawn. Use insect repellent containing DEET on clothing and exposed skin.
- Make sure you are not breeding mosquitoes in your back yard at home. Maintain swimming pools year-round, empty wading pools and unused fountains, and check tarps, boat covers, and car covers for standing water. Clean out gutters to prevent moisture build up.
- Report any birds that appear to have died from natural causes to the County's Vector Control office at (408) 792-5010. They will collect the bird for testing. Most infected birds do survive.
- Report any mosquitoes or standing water in your neighborhood to County Vector Control at (408) 792-5010. Potential breeding grounds include clogged drainage areas, debris dams in creeks, or any other standing water. You can also ask them for mosquito fish to use in ponds or water gardens on private property where the fish would not escape to a natural body of water.

San Jose Holiday Garbage Collection Schedule!

Important Garbage Collection Schedule Changes

Thanksgiving, Christmas Day, and New Year's Day are the only days that garbage, recycling, and yard trimmings are not collected in San José. After these holidays, collection will be one day later throughout the rest of the week. Please note this schedule for changes to your collection day.

If you have further questions, call Recycle Plus Customer Service at (408) 277-2700. Si usted tiene más preguntas, llame a Servicios al Cliente de Recycle Plus (408) 277-2700. Mọi thắc mắc, xin gọi dịch vụ khách hàng của Recycle Plus tại số (408) 277-2700.

Regular Collection Day	Holiday Collection Day
Monday, December 23	NO CHANGE
Tuesday, December 24	NO CHANGE
Wednesday, December 25	Thursday, December 26
Thursday, December 26	Friday, December 27
Friday, December 27	Saturday, December 28
Monday, December 30	NO CHANGE
Tuesday, December 31	NO CHANGE
Wednesday, January 1	Thursday, January 2
Thursday, January 2	Friday, January 3
Friday, January 3	Saturday, January 4



Recycle your Christmas tree from December 26, 2002 to January 31, 2003
Trees will be collected on the same day as your garbage and recycling so be sure to check the schedule for collection changes during the holidays.



Happy Holidays!



If you live outside the San José area, please contact your garbage company for their holiday collection schedule changes.



Office of the City Manager
801 N. First St. Rm. 436 San José, CA 95110

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